

Strategic Communication

Communication 2331 – Spring 2026

Tuesdays - Thursdays 9:35 – 10:55 Hagerty Hall, Room 180

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Office Hours: T/Th 11:00 AM – 1:00 PM

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Text: Andrews, C. J., & Shimp, T. A. (2025). *Advertising, Promotion, and other aspects of Integrated Marketing Communications* (11th Edition). Cengage Learning, Inc., Mason, OH—Electronic Version. **You can access and purchase the eBook through CarmenBooks on Carmen Canvas.**

Please read the assigned materials before each class meeting. The class lectures will interpret, demonstrate, and extend the information and ideas in the readings, so be sure to take careful notes during each class. The exams will be based on both the lectures and the readings.

Course Requirements:

1. **Midterm Exam 1.** (20%) will consist of multiple choice and short answer questions. **Exam 2/10/26**
2. **Midterm Exam 2.** (20%) will consist of multiple choice and short answer questions. **Exam 3/3/26**
3. **Final Exam.** (20%) will consist of multiple-choice questions. **Exam 4/30/26**
4. **IMC Campaign Project/Presentation.** (40%) whereby students develop an IMC campaign for an organization. **Due 4/14/26**

Course Learning Objectives

1. Understand the principles and practice of integrated marketing communications
2. Identify the relationship between advertising and other components of integrated marketing communications (e.g., public relations, direct marketing, sales promotions)
3. Differentiate how mediated communication channels such as mass media, public relations/publicity, advertising, digital and social media, and corporate advertising are employed for strategic communication and promotion.
4. Identify careers associated with integrated marketing communications

Course Overview

This course examines the strategic design, execution, and evaluation of advertising, public relations, marketing, and other promotional elements in the strategic communications process. While traditional advertising (e.g., television, radio, magazines) has often been the central focus of promotional marketing communication, the promotions mix also includes direct marketing, sales promotion, public relations, personal selling, point-of-purchase displays, corporate sponsorship, and trade shows. Strategic communications signify a broader perspective integrating these related communications in the overall marketing program.

Approximate Grade Breakdown

A = 100–93%	B = 86–83%	C = 76–73%	D = 66–63%
A- = 92–90%	B- = 82–80%	C- = 72–70%	E = 62–0%
B+ = 89–87%	C+ = 79–77%	D+ = 69–67%	

COURSE EXPECTATIONS & GUIDELINES

Faculty Feedback and Response

The instructor and/or TA will respond to all emails generally within 24 hours on weekdays. Assignments are generally graded and returned within 7-10 days of submission. It may take a bit longer to grade papers.

Policy for Late Assignments & Exams

No late or make-up exams. If you fail to take the exam on the scheduled day, you will NOT be given an opportunity to take the exam on a later date. Therefore, be aware of the exam dates.

No late papers will be accepted. Under rare occasions when an assignment is accepted late there is a penalty. Late submissions for assignments will incur a 20% penalty each day the submission is late. You must have a medical excuse with a note from a doctor documenting an actual problem that impacted your ability to submit your assignment. Please do not email your paper to the professor or to the TA. We will open the assignment window for you so that you can **upload it for the plagiarism and AI check**. It will not be counted as submitted until you have submitted it to Carmen.

Student Academic Services

Arts and Sciences Advising and Academic Services' website provides support for student academic success. Information on advising issues such as tutoring, transfer credits, academic standing, and contact information for Arts and Sciences advisors can be obtained through this website. The site is:

<http://advising.osu.edu/welcome.shtml>

Student Services

The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: <http://ssc.osu.edu>

Writing Center

All students, especially those who have difficulty writing, are encouraged to visit the *OSU Writing Center*. Their web address is <https://cstw.osu.edu/writing-center> and their phone number is 688-5865. The Writing Center offers two kinds of tutorials: 1) Scheduled, 50-minute tutorials in 4120A Smith Lab and 2) Drop-in, 20-minute tutorials at our satellite centers (First floor Thompson Library and 114 Smith-Steeb Residence Hall)

Copyright Disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Diversity

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

This classroom is a place where you will be treated with respect, and I welcome individuals of all ages, backgrounds, beliefs, ethnicities, genders, gender identities, gender expressions, national origins, religious affiliations, sexual orientations, ability – and other visible and nonvisible differences. All members of this class are expected to contribute to a respectful, welcoming, and inclusive environment for every other member of the class

Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories. If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu>.

Academic integrity policy

Policies for this course

- **Written assignments:** Your written assignments should be your own original work. In formal assignments, you should follow **APA** style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in—but no one else should rewrite your work. **Do NOT use AI/ChatGPT for written assignments. This is considered a form of plagiarism and academic misconduct.**
- **Reusing past work:** In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you have explored in previous courses, please discuss the situation with the instructor or TA.

Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>

Accessibility accommodations for students with disabilities

Requesting accommodations

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: slds@osu.edu ; 614-292-3307; slds.osu.edu ; 098 Baker Hall, 113 W. 12th Avenue.

TECHNOLOGY GUIDELINES

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24x7.

Carmen

- Carmen, Ohio State's Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit [Carmen.osu.edu](https://carmen.osu.edu). Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit my.osu.edu.
- Help guides on the use of Carmen can be found at <https://resourcecenter.odee.osu.edu/carmen>
 - [Carmen accessibility](#)

Secured Media Library

- Media materials for this course will be made available via the Secured Media Library. go.osu.edu/SecuredMediaLibrary
- To obtain additional help for use of the Secured Media Library, please email emedial@osu.edu
- Support & Frequently Asked Questions: <https://resourcecenter.odee.osu.edu/secured-media-library>

Honorlock

"Honorlock", is an online proctoring solution that is fully integrated into CarmenCanvas. Like other automated remote proctoring tools, it works by recording a student's screen, webcam and audio marking indicators to flag possible breaches of exam integrity. This system will be used for the midterm and final exams. Please use a laptop or desktop to complete your midterm and final exam on Proctorio.

Zoom

- Office hours may also be held through Ohio State's conferencing platform, Zoom. A separate guide to accessing Zoom and our office hours is posted on the course Carmen page under the Student Resources Module.
- **Dr. Appiah's office hours** via Zoom can be found at the following link:
<https://osu.zoom.us/j/97089479895?pwd=fBnswVPnNNeSuoJo6gowDM3eiwxgH.1>
- Meeting ID: 970 8947 9895
- Password: 437668

Baseline technical skills necessary for online courses

- Basic computer and web-browsing skills
- Navigating Carmen

Necessary equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
- Web cam and microphone

Necessary software

- Word processor with the ability to save files under .doc, .docx, .rtf, or .pdf. Most popular word processing software programs including Microsoft Word and Mac Pages have these abilities.
- OSU students have access to Microsoft Office products free of charge. To install, please visit https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733

STUDENT PARTICIPATION REQUIREMENTS

Discussion and communication guidelines

The following are the course expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful.

- **Tone and civility:** Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. The instructor and TA both work very hard to provide a positive learning experience. Please keep this in mind and remain civilized and respectful in your email and any discussion board communications.
- **Citing your sources:** When we have academic discussions, please cite your sources to back up what you say. (For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.)

Disclaimer: The information provided in this syllabus constitutes a list of basic class policies. I reserve the right to modify this information when deemed necessary for any reason. You will be notified via email, and/or on Carmen Announcements if and when any changes occur.

Week 1

Tuesday, January 13

I. INTEGRATED MARKETING COMMUNICATIONS

Introduction to the Course

Thursday, January 15

READ: Chapter 1, “Overview of Integrated Marketing Communications”

Week 2

Tuesday, January 20

“Overview of Integrated Marketing Communications” (Cont.)

Thursday, January 22

READ: Chapter 2, “Brand Equity and Accountability”

VIDEO: The Secret Behind Coca-Cola Marketing Strategy**Week 3**

Tuesday, January 27

II. SEGMENTING, TARGETING & POSITIONING

READ: Chapter 3, “Brand Adoption, Brand Naming...”

Thursday, January 29

READ: Chapter 5, “Segmentation, Targeting, and Positioning”

VIDEO: Why Samsung Strategy for Marketing is Better than Apple**Week 4**

Tuesday, February 3

III. ADVERTISING TOOLS & DIGITAL MEDIA

READ: Chapter 7, “The Role of Persuasion in IMC”

Thursday, February 5

VIDEO: “Swoosh! Inside Nike”**Week 5**

Tuesday, February 10

EXAM: MIDTERM 1

Thursday, February 12

Chapter 12 Traditional Advertising Media

Week 6

Tuesday, February 17

Chapter 13 Digital Media: Online and Mobile

Introduce Campaign Group Project Assignment

Thursday, February 19

Chapter 14: Social Media Networks

VIDEO: “Story of the Masterminds Behind Google” – Discuss and Analyze**VIDEO:** “The Complete Instagram for Business Guide”**Week 7**

Tuesday, February 24

IV. TOOLS OF IMC

Chapter 15: Direct Marketing, CRM, and other Media

Thursday, February 26

Chapter 16: Media Planning and Analysis

Week 8

Tuesday, March 3

EXAM: MIDTERM 2

Thursday, March 5	Chapter 18: Sales Promotion
Week 9	
Tuesday, March 10	Chapter 19: Consumer Sales Promotion Chapter 20: Consumer Sales Promotion: Premiums
Thursday, March 12	Chapter 21: Public Relations
Week 10	
Tuesday, March 17	SPRING BREAK
Thursday, March 19	SPRING BREAK
Week 11	
Tuesday, March 24	Chapter 23: Personal Selling
Thursday, March 26	Finals Review
Week 12	<u>IV. EVALUATION & MEASUREMENT</u>
Tuesday, March 31	Chapter 17: Measure Ad Message Effectiveness
Thursday, April 2	What is a KPI (Key Performance Indicator)? VIDEO: “How to Measure Advertising Results”
Week 13	<u>IV. IMC CAMPAIGNS</u>
Tuesday, April 7	Discuss: Best Case Studies on Integrated Marketing Communications
Thursday, April 9	Discuss Brand Communities: Drivers and Outcomes
Week 14	
Tuesday, April 14	DUE: Campaign Group Project Assignment IMC Campaign Group Project/Presentation
Thursday, April 16	IMC Campaign Group Project/Presentation
Week 15	
Tuesday, April 21	IMC Campaign Group Project/Presentation
Thursday, April 23	IMC Campaign Group Project/Presentation
Week 16	
Thursday, April 30	FINAL EXAM